

NEW PARK THEATRE

BOSTON



E. H. & D. Theatre Corporation

Direction
A. L. ERLANGER

GLASER BROS.
MAKERS OF
FINE PLATINUM AND GOLD JEWELRY
DIAMOND SETTING
373 WASHINGTON STREET
BOSTON

January 3, 1925.

Griffin-Smith, Inc.,
531 Park Square Building,
Boston, Mass.

My dear Mr. Carroll:-

The half page advertisements which we have been using in the Tremont, Colonial and Wilbur Theatre programs are directing the attention of the Boston theatre going public to FORGET-ME-NOT RINGS, and as our appeal is a specific one, we feel that theatre programs are a good investment for us.

Your fine cooperation both in the showing of our advertisements, also the assistance in tuning the copy to theatrical terminology, is indeed appreciated by us. FORGET-ME-NOT RINGS have a distinctive class appeal and as their gift for an engagement or wedding is decidedly one of sentiment, we are convinced there is no better place to bring the sterling qualities of these exquisite creations than to the type of people who attend the theatre.

Cordially yours,

GLASER BROTHERS.

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By

JM Glaser

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laugh at or cry over in
later years.

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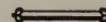
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and Most Up-to-date Fireproof
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NEW PARK THEATRE

E. H. & D. THEATRE CORPORATION

Direction of A. L. ERLANGER

THOMAS B. LOTHIAN, Gen'l Manager

DENNIS J. SHEA, Resident Manager

Season of 1924-1925

EXECUTIVE STAFF

Treasurer.....	Henry J. Hunt
Ticket Agent.....	Joseph J. Soucy
Orchestra Doorkeeper.....	Edward H. Woods
Matron.....	Jessie L. Edwards
Chief of Ushers.....	P. A. Coleman
Electrician.....	Edward Smith
Stage Manager.....	John McDonald
Properties.....	Joseph Bastian

SCALE OF PRICES

During the engagement of
"THE BEST PEOPLE"

Monday to Friday Evenings

Orchestra, \$2.50; Balcony, \$2.00, \$1.50, \$1.00

Wednesday Matinees

Orchestra, \$2.00; Balcony, \$2.00, \$1.50, \$1.00

Saturday and Holiday evenings

Orchestra, \$3.00; Balcony, \$2.00, \$1.50, \$1.00

Plus 10 per cent tax

Ticket office open from 9 A.M. until 10 P.M.

Children under three years of age not admitted.

Tickets for this theatre ordered and paid for by mail will be held until called for.

Remittances should be made payable to the New Park Theatre.

The lost articles found in any portion of the Theatre should be left at the Theatre Office. The Manager will not be responsible for articles placed under the seats.

A Free Check Room is provided on the orchestra floor, for checking Cloaks, Coats and Umbrellas, at the owner's risk. The acceptance of gratuities will not be permitted.

Smoking and Men's Retiring Room. Entrance under stairs right of Main Entrance.

Smoking Positively Forbidden in the Lobby and Foyer.

Public Telephone located in inner Lobby and Men's Retiring Room.

Physicians who have patients to whom they may be called suddenly can leave their seat number in the Box Office and be called as quickly as in their office.

Every Driver an Escort



CHECKER TAXI

For the convenience and comfort of the public, Checker Taxi has established a free direct phone service in the Liggett stores listed below:

19 Harvard Avenue, Brookline
140 Brighton Avenue, Allston
102 Massachusetts Avenue, Boston
143 Summer Street, Boston
781 Dudley Street (Upshams Corner)
575 Columbus Avenue, Boston
76 Boylston Street, Boston
77 Milk Street, Boston
Cor. Washington & Avon Sts.,
Boston

As rapidly as arrangements can be completed, additional Liggett stores will be added to the above list.

This new Checker Service is simply indicative of the spirit behind the Checker Taxi Company—and the Liggett Company—to serve the public well and economically.

***Don't Take a Chance
Take a Checker***

FRANK SAWYER, President

BACK BAY
10,000



NEW PARK THEATRE

Beginning January 19, LIMITED
ENGAGEMENT

Lewis & Gordon present

WALLACE EDDINGER

in

“THE HAUNTED HOUSE”

A Mystery Farce by Owen Davis

Author of “The Nervous Wreck”

THE KING CO.

Chinese and American Restaurant

628-630 Washington Street, Corner 9-11 Essex Street,
Boston, Mass. - - Tel. Beach 3661

Most Convenient, Attractive and Modern. Special
Regular Dinner Every Day from 11 A.M. to 2 P.M.



Dancing Daily till Midnight

A La Carte Served at All Hours

Choice Locations
all Theatres at

Burke's

Oldest Agency
in Boston - -

Adams House - - Phones Beach 0935, 0942, 2430

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MASTER FURRIER
Formerly with REVILLON FRERES
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59 TEMPLE PLACE
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2ND FLOOR
3 ELEVATORS

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Helene L. Sweeney

NEW YORK

Modern Dances Specialized

Assemblies Tuesday, Wednesday, Thursday, Friday
and Saturday. Holiday afternoons and evenings.

In dances of today the gentleman must lead correctly and the lady must follow well in order to acquire that perfect poise and ease of manner so indispensable to a beautiful dancer. Attention to correcting all faults, especially those common to beginners, such as self-consciousness, rigidity, etc. Private and class lessons; day or evening; beginners or advanced. Two entire floors devoted to the teaching of correct modern dancing. Private lessons day or evening.

136 MASSACHUSETTS AVE. (at Boylston Street)

Normal Course for Teachers

Phone Back Bay 7978

Diplomas Awarded

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We Specialize in House to House
and Long Distance Moving

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Paul Whiteman's, Max Krule's West-
minster, Bill Boyle's Copley Plaza
orchestras use BUESCHER True
Tone Instruments.

Where music is at its best
Buescher Instruments will be
found! Lowest Prices
Highest Quality Easy Terms

CARL FISCHER INC.
BUESCHER
New England Branch
380-2 Boylston Street, Telephone Back Bay 9000

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Lamping-Nolan, Special Branch, Back Bay 5513
Lamping-Nolan School, Back Bay 10508

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(Founded and Conducted on Scientific Knowledge of Beauty Culture
and Physical Upkeep)

18 Newbury St.
B.B. 10508

462 Boylston St.
B.B. 1575

Good Evening!

A special message
this evening
to wives:

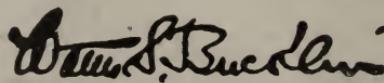
Without an inventory
of your household goods,
you may not readily collect
all of your fire insurance.

Without a copy
of your income tax reports,
you cannot answer
government claims.

Without a will—
what will happen
to your estate
or your husband's?

We will gladly help you
to get these documents
and we will protect them for you
in a Shawmut Safe Deposit Box.

Cordially yours,

The signature is written in a flowing, cursive script. It appears to read "Wm. S. Bucklin".

President.

THE NATIONAL
SHAWMUT BANK
MAIN OFFICE: 40 WATER STREET, BOSTON
ARLINGTON STREET OFFICE: PARK SQUARE BUILDING

NEW PARK THEATRE

E. H. & D. THEATRE CORPORATION

Direction of A. L. ERLANGER

THOMAS B. LOTHIAN, General Manager

DENNIS J. SHEA, Resident Manager

This theatre, under normal conditions, with every seat occupied, can be emptied in three minutes. Look around now, choose the nearest exit to your seat, and in case of disturbance of any kind, to avoid the danger of panic, WALK (do not run) to that exit.

TO LADY PATRONS—The established rule of the New Park Theatre requiring ladies to remove their hats, bonnets or other head-dress while witnessing the performance applies to all parts of the auditorium, including the boxes and loges. It is essential to the comfort and convenience of our patrons in general that this rule be strictly enforced. Ladies who are unwilling or unable to conform to the rule are earnestly requested to leave the theatre without delay, and to receive the price of their tickets at the Box Office.

Week Beginning Monday, January 12, 1925

CHARLES FROHMAN

Presents

A New American Comedy

THE BEST PEOPLE

by

DAVID GRAY and AVERY HOPWOOD

Staged by Bertram Harrison

"CHIEF OF THEM ALL"



Samoset

CLOTH OF GOLD
CHOCOLATES

Always in Good Taste

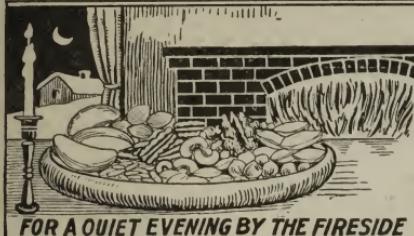
Jordan Marsh Company



Our Little Colonial House Again Hangs Out Its Latchstring

THE opening of our newly decorated *Colonial House* is an occasion which will interest the seeker of charming furnishings of other days.

New Location - Sixth Floor - Furniture Building



GOLDEN GLOW



SALTED NUTS AND NUT CANDIES
FRESH DAILY AT
E. J. Kemp GOLDEN GLOW SHOPS
103 SUMMER ST.- 10 WINTER ST.- 1 SCHOOL ST.

The Characters
(In the order in which they appear)

Mrs. Bronson Lenox	Margaret Dale
Bronson Lenox	Charles Richman
Marion Lenox	Helen Jackson
Butler	Charles Adams
Lord Rockmere	William Valentine
Henry	George P. Collins
Miss Tate	Sue Van Duzer
George Grafton	George Graham
Bertie Lenox	Gavin Muir
A Waiter	Jack Moore
Millie	Florence Johns
Alice O'Neill	Hope Drown

STEINWAY

*The Acme of
Piano Perfection*

The STEINWAY is designed
and made, not particularly
for the concert pianist, but
for music lovers everywhere



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Clean, full cream Milk, with an Extract of malted barley and wheat, in powder form, instantly prepared with hot or cold water. No cooking—a light Lunch always at hand.

**Safe Milk**

For Infants, Children, Nursing Mothers, Invalids, Convalescents, the Aged, etc.

Taken as a "night cap" upon retiring, it induces sound, refreshing sleep.

Avoid Imitations—Substitutes!

*Ask for "HORLICK'S" at
hotels, cafes and fountains*

ACT I.

The library in the home of Bronson Lenox, New York.

ACT II.

Scene 1—A private dining room in a Broadway restaurant.

Scene 2—Another room in the same restaurant.

Scene 3—The same room as in Scene 1.

ACT III.

The library again.

Hood's Ice Cream

*never yet equaled
for appetizing flavor*

Flavored with the juices and fruits you like best—and with a rich creaminess that must be tasted to be fully appreciated.

There is health and joy in every spoonful of Hood's "old fashioned" Ice Cream. Sold in bricks and bulk by the Hood dealer near your home.



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scientific perfection.

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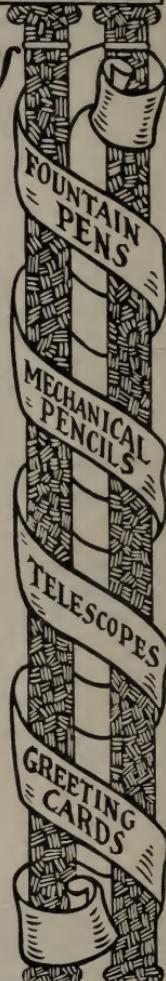
Seven Stores
for Your Convenience

Boston: 300 Washington St. 75 Summer St.
32 Boylston St. 310 Boylston St.

Cambridge: Harvard Square

Providence, R. I.: 105 Westminster St.

Salem: 230 Essex St. Brockton: 200 Main St.



ANDREW J. LLOYD
• COMPANY •

GILMOUR, ROTHERY & Co. INSURANCE BOSTON

Library scene designed by Clara Fargo Thomas.

Restaurant scenes designed by Raymond Sovey.

Scenery painted by Robert W. Bergman.

Gowns designed by Evelyn McHorter. Executed by the Lucille Staff, Inc.

FOR CHARLES FROHMAN.

ANSLEY H. WHITTENDALE	MANAGER
TOWNSEND WALSH	BUSINESS MANAGER
JOSEPH BURTON	STAGE MANAGER

WHERE SHALL WE GO?



*is quickly answered
by those who have
once dined and danced
in the*

**COLONIAL ROOM
OF THE
SHEPARD RESTAURANT**

LUNCHEON 11 TO 3
TEA DANCING 3 TO 5.30
DINNER DANCING 6 TO 8

WALLACE EDDINGER IN THE HAUNTED HOUSE

Wallace Eddinger whose brilliant work will be remembered in "Seven Keys to Baldpate," "The Boomerang," "Officer 666," "Wedding Bells," and the inimitable "Captain Applejack," is the star of "The Haunted House," which begins an engagement at the New Park, Monday, January 19.

There is no more brilliant comedian of the stage today than Eddinger, and in "The Haunted House," he plays the role of the novelist-detective who solves crimes in a manner that is unlike any other detective. In this, his new play, he is at his best; and when one considers Captain Applejack, this is high praise indeed, but well merited.

The play is by that prolific author, Owen Davis, whose "The Nervous Wreck" is one of the laugh classics of the present time. In "The Haunted House," Mr. Davis has taken a good natured satirical pen and lampooned the various detective mystery plays and novels that have been seen and read in the past decade.

"The Haunted House" contains a pulse throbbing mystery, the unravelling of which grips undivided attention; excites curiosity with baffling surprises; intrigues with a love story of tenderness and trepidation and danger to the boy and girl unexpectedly caught in the meshes of nerve-tingling events that take place in the weird dwelling; and is permeated with Owen Davis's delicious humor, provoking the same brand of hilarious laughter enjoyed by those who saw his famous success, "The Nervous Wreck."

The producers are Lewis and Gordon, co-producers of "Six Cylinder Love," "Welcome Stranger," "Rain" and the aforementioned "The Nervous Wreck."

Included in Mr. Eddinger's support are the members of the original New York company; Denman Maley, Arthur Aylsworth, Isabel Withers, Frank Monroe, Mayo Methot, John Irwin, Dudley Clements, Helen Baxter and Lexlie Adams.

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Boston's Leading Theatres and Successes

NEW PARK THEATRE

Direction A. L. ERLANGER

DENNIS J. SHEA, Resident Manager

THOMAS B. LOTHIAN, Gen'l Manager

Curtain rises evenings at 8.15

Wed. and Sat. Mats. at 2.15

MONDAY, JANUARY 12

FOURTH WEEK

The Reigning Comedy Success of N. Y.

"THE BEST PEOPLE"

By DAVID GRAY and AVERY HOPWOOD

With a Superb Cast of Distinguished Players

TREMONT THEATRE

ALBERT M. SHEEHAN, Business Manager

Curtain rises evenings at 8.15

THOMAS B. LOTHIAN, Gen'l Manager

Mats. at 2.15

MONDAY, JANUARY 12

FOURTH WEEK

WILMER & VINCENT Present
The World's Laughiest, Peppiest, Danciest Musical Comedy

"BE YOURSELF"

The Marvelous
QUEENIE SMITH

The Inimitable
JACK DONAHUE

The Charming
Georgia Caine

HOLLIS STREET THEATRE

HOLLIS STREET THEATRE CORP., Lessee

Curtain rises evenings at 8.15

MONDAY, JANUARY 12

THOMAS B. LOTHIAN, Gen'l Manager

Mats. at 2.15

FIRST WEEK

The Dramatic Event of the Decade

MRS. FISKE

CHAUNCEY OLCOTT

THOMAS A. WISE

JAMES T. POWERS

LOLA FISHER

MARIE CARROLL

AND OTHER
STARS IN

By RICHARD
BRINSLEY SHERIDAN

"THE RIVALS"

Under the Management of GEORGE C. TYLER and HUGH FORD

COLONIAL THEATRE

ERLANGER, DILLINGHAM and ZIEGFELD, Directors

Curtain rises evenings at 8.15

MONDAY, JANUARY 12

THOMAS B. LOTHIAN, Gen'l Manager

Wed. and Sat. Mats. at 2.15

SECOND WEEK

SECOND DE LUXE EDITION

EARL CARROLL

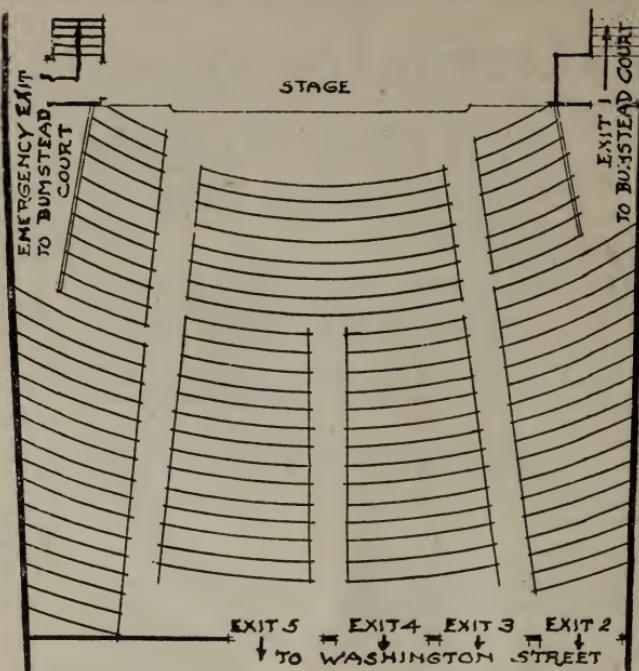
VANITIES

With JOE COOK

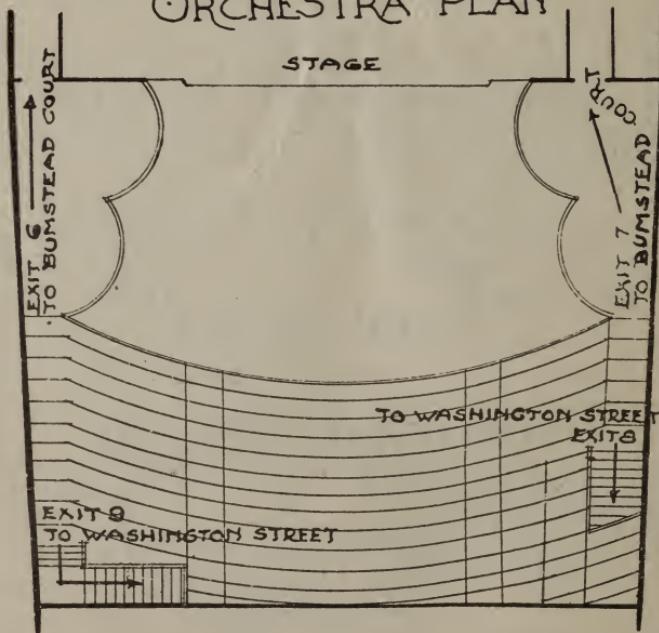
THE REVUE OF AMERICAN HUMOR AND BEAUTY

108 GIRLS—20 COMEDIANS—40 SCENES

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No matter how many ties he owns, the man of discrimination prefers WEARPLUS.

Well-dressed men like WEARPLUS TIES for the tasteful patterns and rich designs. But most of all because there's no fuzzy flannel padding to twist and wrinkle. And Wearplus Ties can be worn on *both sides!*

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better stores.*

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Brown Label . . . \$1.50

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